



2012 NEW ORLEANS CULTURAL ECONOMY SNAPSHOT

The Mayor's Office of Cultural Economy
CITY OF NEW ORLEANS
Mitchell J. Landrieu, Mayor

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OVERVIEW

In 2010, the City produced the first snapshot of the New Orleans cultural economy. This effort was the first of its kind in that it approaches a quantitative analysis of all aspects of the cultural economy: individual artists/producers/originators, for-profit businesses, non-profit organizations, and community-based cultural organizations. We are proud to present the 3rd Snapshot, which includes more in-depth and comparative data.

The cultural economy is vital to New Orleans:

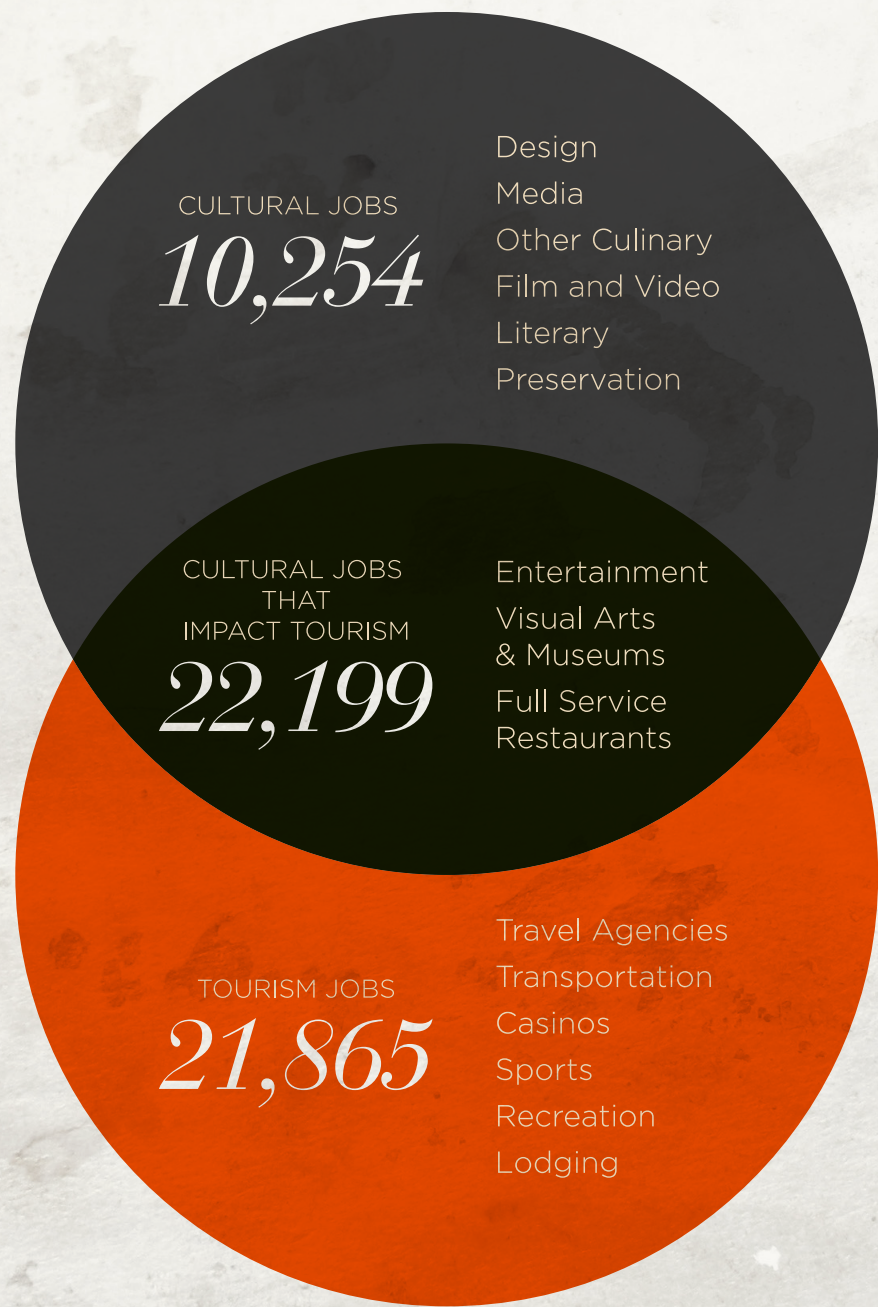
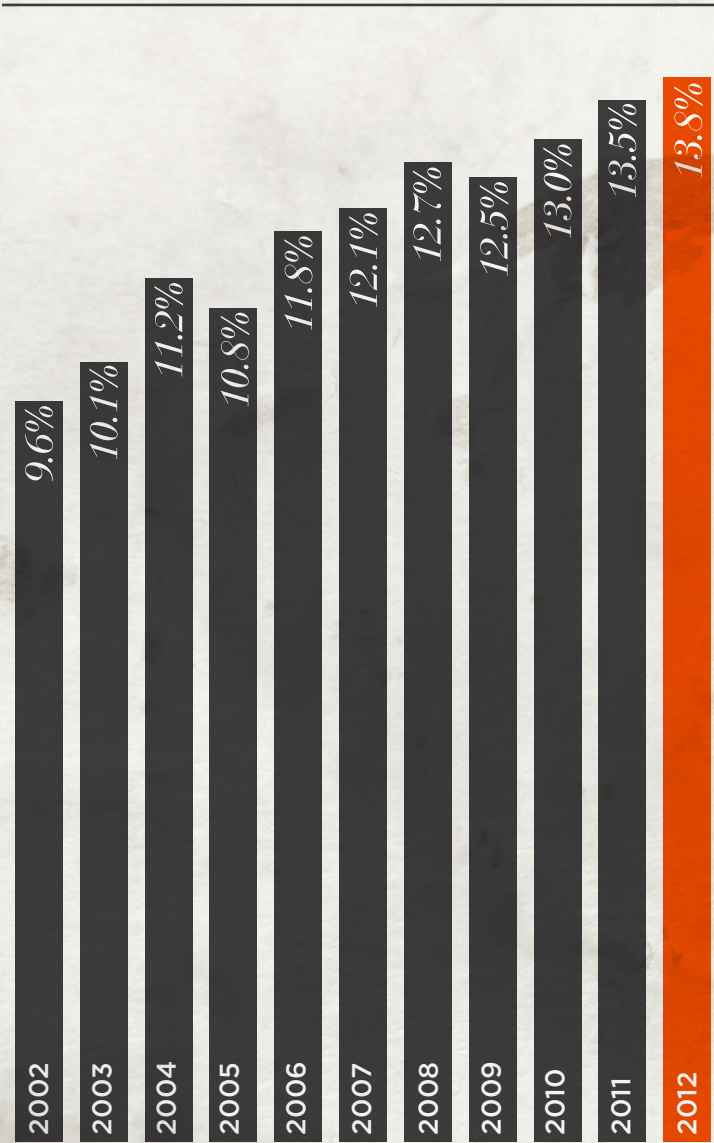
- The cultural sector has 32,400 jobs, which is 13.8% of the total workforce. This is an increase of 7% over 2011's 30,400 cultural jobs.
- The cultural sector was one of the few industries to experience positive employment growth (7%) between 2011 and 2012.
- When compared to the composition of jobs in the U.S. and Louisiana, the strength of the City's entertainment segment stands out. Actors, camera operators, and audio/video equipment technicians are 3 to 5 times more concentrated in the city than in the entire United States.
- There were 1,722 cultural businesses in New Orleans in 2012, a 5% increase from 2010.
- Over \$1.1 billion in salaries were paid to New Orleans cultural workers via cultural businesses in 2012.
- The city hosted 61 total feature film and television tax credit projects in 2012, a 33% increase from 2011.
- Local spending of film projects is estimated at \$670 million for the New Orleans Region, a 26% increase from 2011.
- There were an estimated 229 non-tax credit film projects for 2011 (with local spends under \$300,000 each).
- New Orleans' 110 live music venues hosted 30,000 musical gigs in 2012.
- The local festival scene is thriving, with 126 festivals, attended by an estimated 3.9 million people in 2012. This is an 8% increase from 2011.
- Major events, such as Mardi Gras, Jazz Fest, and French Quarter Fest had \$760.4 million in economic impact in 2012, up 3% from 2011.



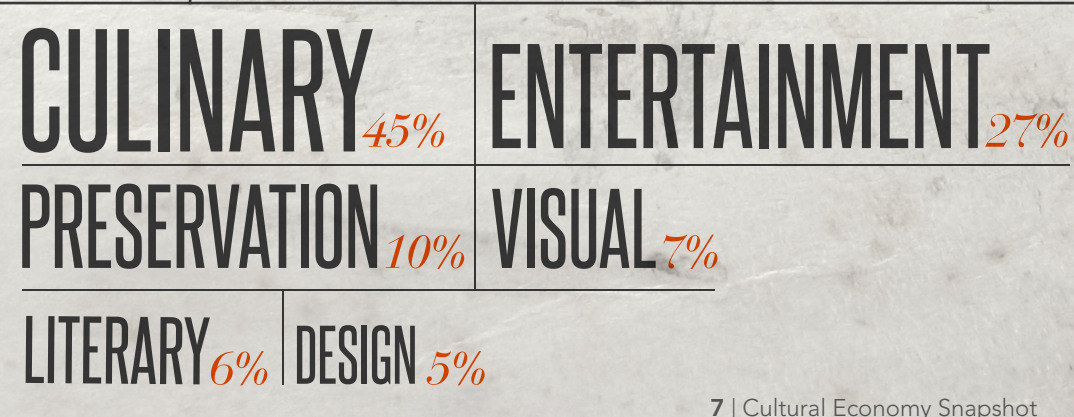
EMPLOYMENT

In 2012, there were 32,453 persons in the City of New Orleans employed in cultural businesses, an increase of 7% (2,000 jobs) when compared total employment in 2011. New Orleans' cultural businesses have added jobs each and every year, and are now at 93% of the 2004 peak number. New Orleans' cultural economy has become an increasingly critical part of the city's overall economy since 2002. In 2012, cultural industry jobs accounted for 13.8% of employment, a percentage that has been steadily rising since 2002 when it made up only 9.6 % of all employment. With over 32,000 jobs, the cultural sector in New Orleans is one of the most important of the city's economy. Only the government and tourism sectors (which, as noted, also included substantial cultural jobs), are larger. More importantly, the cultural sector is one of the few areas of growth in New Orleans over the last decade.

CULTURAL EMPLOYMENT AS A
PERCENTAGE OF TOTAL EMPLOYMENT
IN NEW ORLEANS



EMPLOYMENT BY SEGMENT
2012



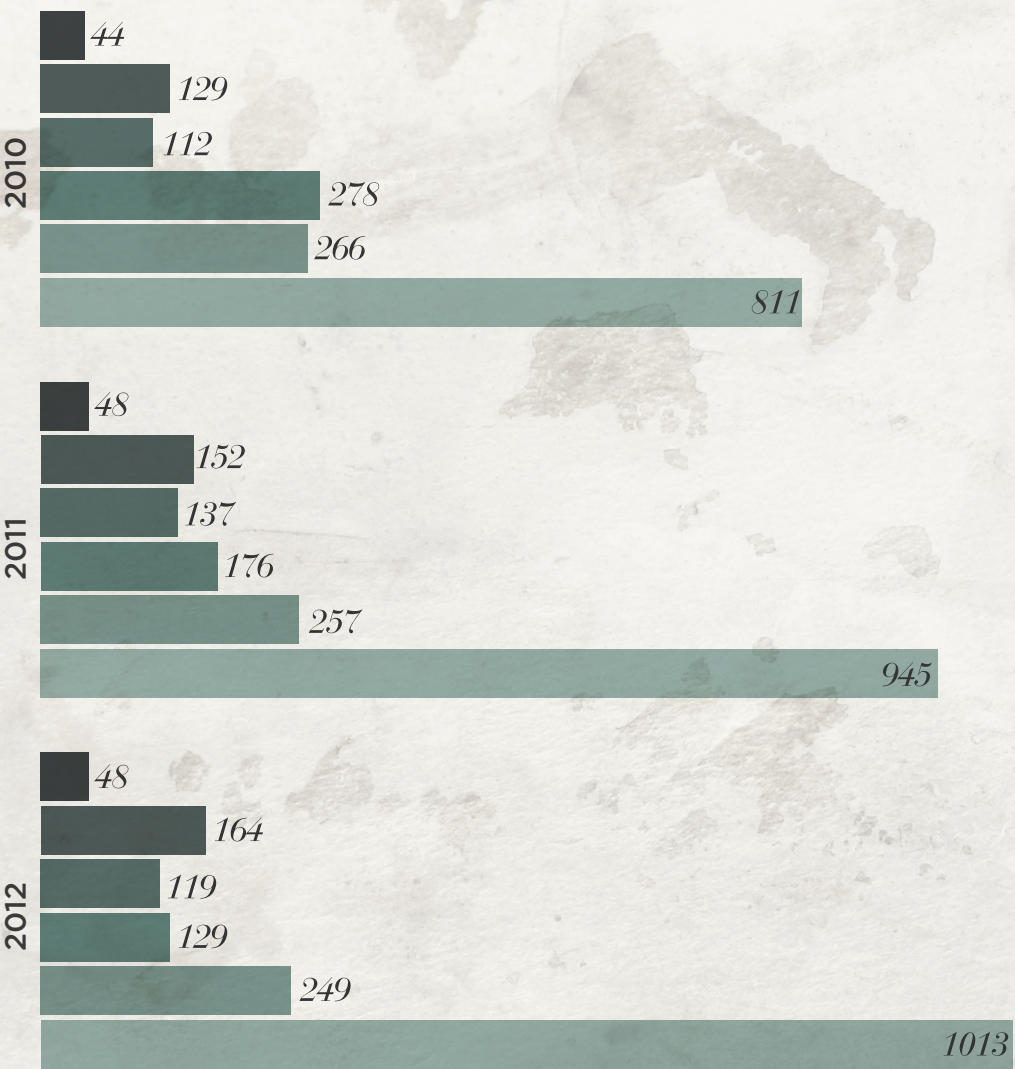
BUSINESSES

Most cultural businesses in New Orleans are small businesses, concentrated along the following neighborhood corridors: Magazine Street, Uptown, the Lower Garden District, Carrollton Avenue, the French Quarter, the Warehouse District in Downtown, the Marigny, Treme, Harrison Avenue in Lakeview and Mid-City. This survey found 1,722 cultural businesses in New Orleans in 2012 ranging from cooking schools, restaurants, art galleries, and architects; to independent presses, music venues, specialty plasterers, and graphic design firms. Since 2010, there has been a 5% increase in the number of cultural businesses, mostly in the Culinary Arts as the restaurant industry in the City continues to grow.

2012 AVERAGE SALARIES BY SEGMENT



CULTURAL BUSINESSES BY SEGMENT, 2010-2012



WAGES

Overall, cultural workers earned \$1.12 billion in 2012. Culinary and Entertainment employees made the most wages, mostly due to the fact that these two segments have the largest number of employees. The average hourly wage for individuals within cultural occupations in 2012 was \$18.15.





SALES REVENUE & LOCAL SALES TAX

Cultural businesses in New Orleans contribute significantly to the local economy through employment and paying wages. They also utilize their sales revenue to purchase local goods and services and pay their workers. Those workers in turn use their wages to pay taxes and purchase goods and services. These are indirect economic impacts of cultural businesses on the City's overall economy. In 2012, the gross sales revenue of the City's cultural businesses totaled \$3.2 billion.

Direct contributions to the economy also come from sales taxes paid by cultural businesses to the municipal government, funding public services, programs, and infrastructure enhancement and maintenance, which in turn benefits businesses as an indirect impact. In 2012, cultural businesses contributed \$68 million in sales taxes.

SEGMENT	GROSS SALES 2012	SALES TAXES 2012
CULINARY	\$2,395,748,729	\$49,813,509
ENTERTAINMENT	\$395,477,673	\$14,400,687
LITERARY	\$266,198,614	\$1,218,668
DESIGN	\$80,094,800	\$665,029
PRESERVATION	\$68,592,526	\$1,265,527
VISUAL	\$41,965,626	\$416,523

*The 5% local sales taxes are distributed to the City, the Regional Transit Authority, and the Orleans Parish School Board.

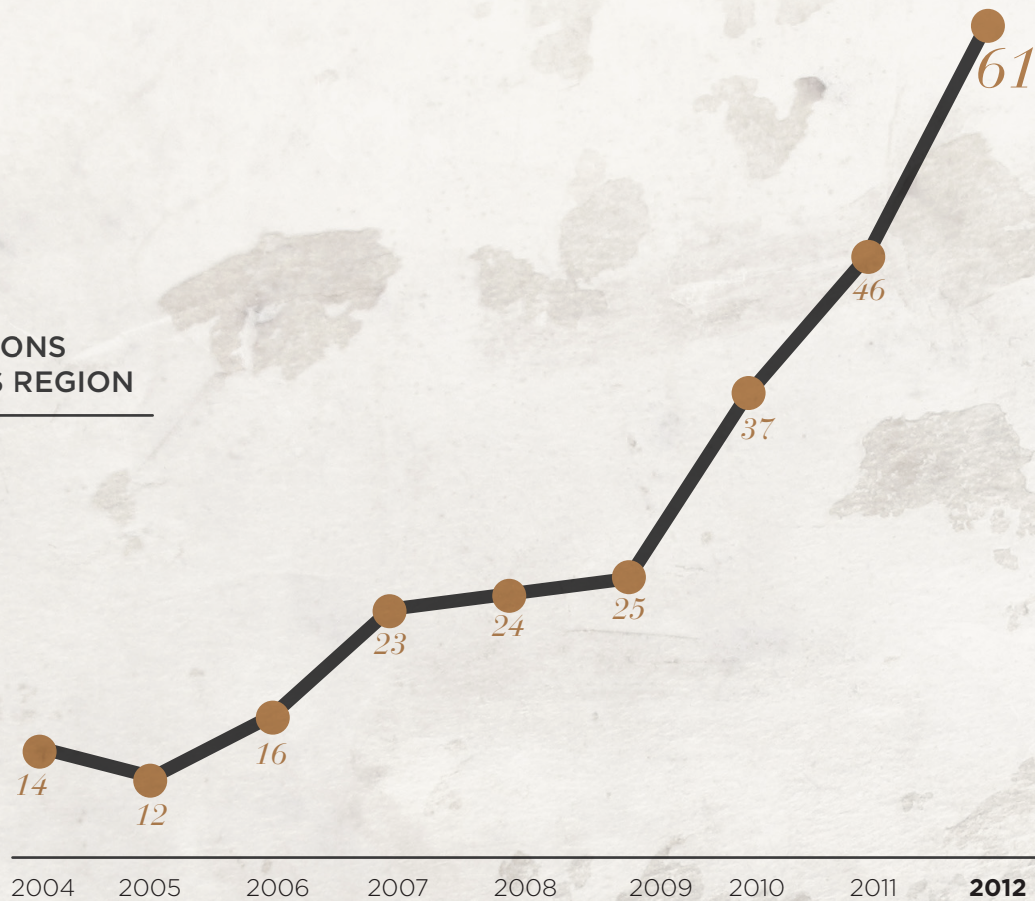
FILM AND VIDEO

The city hosted 61 total feature film and television tax credit projects (each with local expenditures over \$300,000) in 2012.¹ Local spend is estimated at \$670 million for the New Orleans Region.² In 2011, there were 46 total projects with an estimated \$532 million spent in the New Orleans Region.

Overall, the number of large projects increased 33% from 2011 and local spend increased 26%. Clearly, the city has not yet reached its capacity for large film projects. There were an estimated 229 smaller, non-tax credit projects for 2012 (with local spends under \$300,000 each). These projects range from student films and independent films to commercials and major network news and sports broadcasts.



ALL PRODUCTIONS
NEW ORLEANS REGION



TOTAL LOCAL SPEND
BY ALL TAX-CREDIT
PROJECTS IN NEW
ORLEANS REGION

\$238,850,000 2008

\$364,698,680 2010

\$155,701,592 2009

\$531,711,369 2011

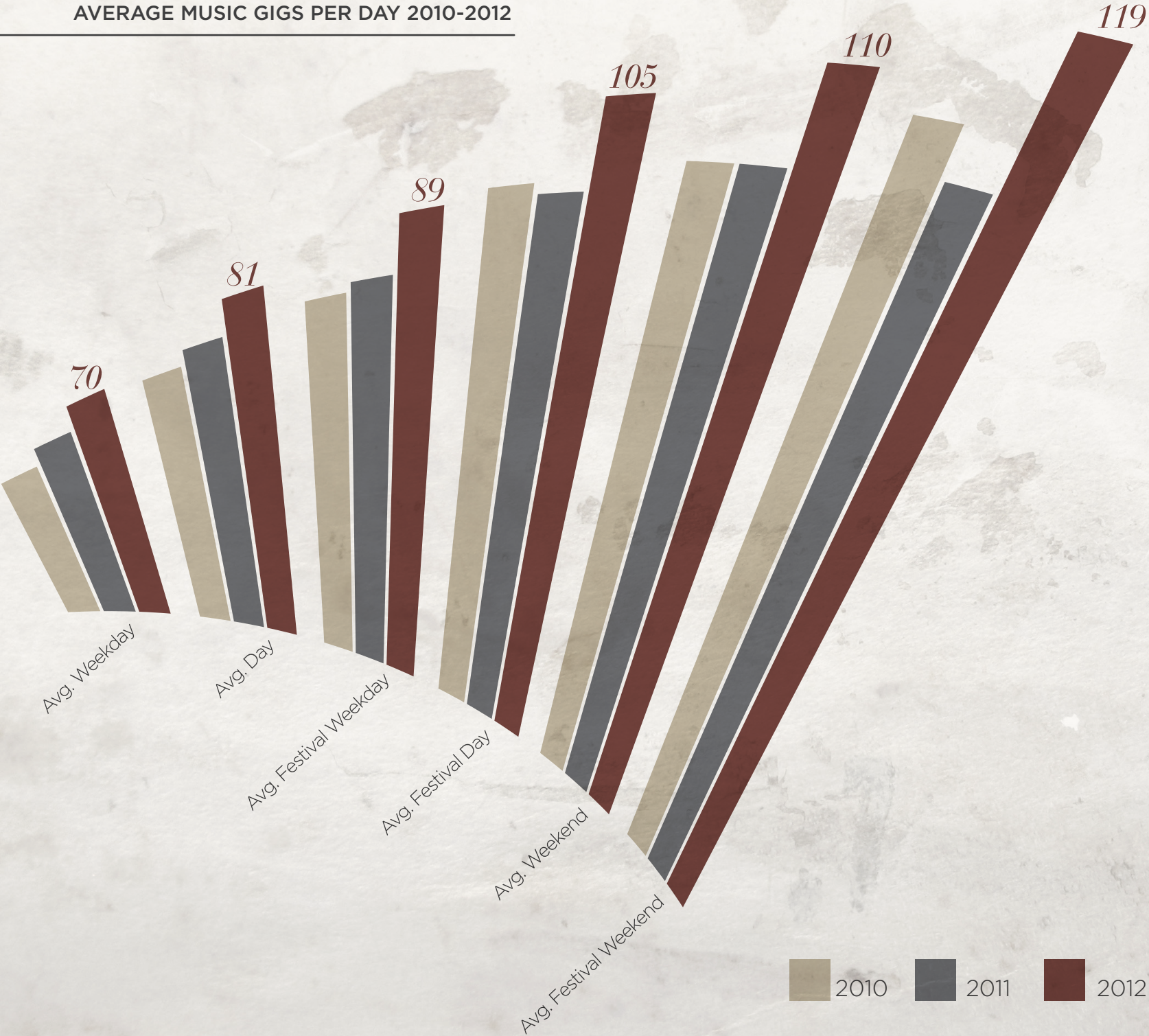
\$669,822,299 2012

MUSIC

In 2010, there were an estimated 24,000 gigs per year; in 2011, 26,000 gigs were counted. A large increase of 15%, to 30,000 gigs, occurred in 2012. Some new venues have opened, but more often, current venues increased the number of gigs per night, especially on the weekend. The impact of music festivals is positive on the number of local live music gigs in the city and therefore for performance opportunities for local musicians. The events that most positively affect gigs are those that take place near live music venues, such as French Quarter Festival. Venues at or near a festival location book more musicians during the festival to capitalize from the presence of a potentially larger audience.



AVERAGE MUSIC GIGS PER DAY 2010-2012



LIVE THEATRICAL PERFORMANCE IN NEW ORLEANS

New Orleans has a strong live performance infrastructure with over 18 venues. These include the Mahalia Jackson Performing Arts Center, small neighborhood theatres in Uptown, the French Quarter and the Marigny, and performance facilities at local universities and the New Orleans Center for the Creative Arts.

New Orleans has a natural advantage in hosting live entertainment productions. As Louisiana's top tourist destination, it has the visitor draw to attract large productions from around the world. With its unique culture, New Orleans will continue to be home to local creative performance groups in theatre, dance, and music. Finally, New Orleans already has significant live performance infrastructure, much of which is currently being renovated.



Photo Courtesy of University of New Orleans Theatre.

FESTIVALS AND EVENTS

Every event in New Orleans is unique, from an annual neighborhood festival to the citywide celebration of Mardi Gras. With over 110 festivals, events, and outdoor markets, New Orleans has more festivals than weekend days in the year. While many of these events feature a prominent portion of our local cultural economy such as performing arts, food, or visual art, almost all festivals and even farmers and art markets feature a combination of all three or more of these aspects of New Orleans cultural life. New Orleans' festivals enjoyed the patronage of 3.9 million people in 2012, comparing favorably with 3.6 million in 2011.

MAJOR EVENT ECONOMIC IMPACT, 2009-2012*

\$487
million

IN 2009

\$525
million

IN 2010

\$740
million

IN 2011

\$761
million

IN 2012

* Events included: Mardi Gras, French Quarter Festival, Essence Festival, Tales of the Cocktail, Crescent City Farmers Market, Bayou Boogaloo



May 2013

Dear Friends and Colleagues,

I am pleased to present the 2012 New Orleans Cultural Economy Snapshot, the third edition of the groundbreaking report first published in 2010. This report takes a broad look at all aspects of our city's cultural economy and the entrepreneurs, artists, cultural businesses and non-profit organizations that create this vibrant economic driver. This report also vividly illustrates that culture is inseparable from our way of life in New Orleans. We enjoy a diversity of cultural riches that most cities can only dream about.

We continue to track the cultural economy here in New Orleans, one of the leading centers in the world for the intersection of creativity and commerce. Our cultural economy continues to grow even in today's turbulent economic times. The sector employs 13.8% of our workforce, a 7% increase over 2011; pays \$1.1 billion in wages; and drives our tourism industry, contributing to the life of the city both culturally and economically.

As Mayor, I have created the Mayor's Office of Cultural Economy to both quantify the cultural economy and to steer my administration's policy in this area. Since 2010, the Cultural Economy Office has developed workforce training in the film industry with non-profit partners; overseen a significant rises in film activity and local spending, up 65% since 2010; and worked with dozens of visual art businesses, property owners, and residents to empower them to fully take advantage of the tax incentives of the Cultural Products District program.

I invite you to better understand New Orleans' cultural economy through this report a continuation of a pioneering effort to quantify one city's cultural economy through a multi-faceted approach. It is my belief that the data in this report will be a resource not only for my administration but also for every business, investor, cultural worker, and non-profit who wishes to participate in the cultural economy at any level. Thank you to all who contributed data and input to this effort.

Sincerely,

A handwritten signature in black ink, appearing to read "Mitch". The script is fluid and cursive.

Mitchell J. Landrieu

Mayor, City of New Orleans